

Amendments to the Specification:

Please replace paragraph [0052] with the following:

[0052] Although described above in terms of a transaction at a physical retail establishment, the disclosed techniques may be used for telephone or online transactions. In such an embodiment, instead of a display of the special phone number at a physical register, the telephone operator or online transaction process would provide the special phone number to the customer, such as in a message indicating, for example, wireless customers should now dial *717 to complete the transaction. In such an embodiment, the matching pool logic would typically not use the customer's physical location as a matching ~~criteria~~ criterion.